



# **CITY OF NEWPORT BEACH SPECIAL EVENTS ADVISORY COMMITTEE**

## **AGENDA**

**MEETING DATE:** Thursday, March 31, 2010

**TIME:** 4:00 PM

**PLACE:** Visit Newport Beach, Inc  
Conference Room  
1200 Newport Center Drive, Suite 120

1. Call to Order
2. Review and Approve Minutes of March 3, 2010 (will be handed out at meeting)
3. Discussion of City Council comments from the March 23 Study Session.  
(Attachment)
4. Amendments to the documents based on their comments. (Attachment)
5. Comments from the Public
6. Set Next Meeting Date
7. Adjourn to Next Meeting

## Summary of Council Comments and Possible Response

### *Funding Criteria*

Following the Study Session discussion, the “Criteria for City Support” have been modified to include a definition of the Newport Beach brand developed by Visit Newport Beach, Inc.

At the Study Session, the City Council asked a question about the impact of Criteria #10 that encourages either a free or a charitable component as part of an event. Lack of a free or charitable component would not eliminate an event from consideration but would cost it a few points in Section 2 (see discussion of application form point system below).

### *Application Process*

As a result of the Study Session the “Summary of the Application Process” has been modified to say “Applicants are encouraged to apply six (6) months in advance of their event, whenever possible.” The original version said, “must” and didn’t include “whenever possible”. The SEAC also added a new #2 stating, “Applications will be accepted year-round. However, reapplying annual events are encouraged to conform to the budget cycle.”

Once adopted, the documents will be put on the City website in the same location as the existing Special Events Permit application. Grouping them together makes them easier to find. Applicants will have the option of completing the application on-line and submitting it electronically or to print the completed forms and mail them to the City.

Every completed application for \$20,000 or more in funding will be reviewed by the SEAC. The review may include a 30-minute presentation to the SEAC by the applicant.

**Every application reviewed by the SEAC will be forward to the City Council with an advisory analysis of the request. The City Council will make all decisions regarding funding or not funding an application.**

### *Special Events Funding Request Application Form*

The proposed application asks for the information the SEAC believes is necessary to have to evaluate the event against the funding criteria.

To develop their advisory analysis the Committee will use a quantitative system of reviewing the completed application. Each application reviewed will receive a numeric score. A numeric score of 70% or better would be considered eligible for funding. That score will be based on the following system.

Section 1 of the Uniform Application is a pass-fail. If it is completely filled out i.e. all questions answered. The balance of the application will be reviewed. If Section 1 is incomplete the application will be return to the applicant to be completed. Section 1 is essentially identification of the organization and the event.

Section 2 asks the applicant to provide a self-evaluation of how their event fits the City's Funding Criteria. The reviewers will develop their own opinion of how well an event supports the City's Criteria but the most comprehensive and generous view of its merits can be presented by the applicant making their case. Section 2 meeting the City's Criteria will be worth 50%.

Section 3 asks the applicant to provide the details of the events operation across a variety of areas that relate back to the Criteria. While Section 3 makes up the other 50% of the review the categories within Section 3 have differential weight based on what the Committee thought was their importance was in meeting the Criteria and producing a well run event. Answers in Section 3 should support the assertions made in Section 2.

# **CITY OF NEWPORT BEACH SPECIAL EVENT SUPPORT APPLICATION**

## **Evaluation Criteria for City Support**

1. The event should enhance the City of Newport Beach as an exciting place to live, work, and visit.
2. The event should contribute towards creating a unique identity (brand) for the City of Newport Beach.

*Visit Newport Beach, Inc. Brand Promise - Newport Beach is an Orange County coastal fantasyland that represents a "taste of the perfect life," a place where visitors can experience a friendly, sophisticated, aspirational lifestyle that permits them to escape from daily reality. Comprised of a collection of unique islands and neighborhoods that form their own distinct character, the destination offers a combination of affluence, quaintness, casual glamour and attention to detail. Coupled with the manmade and natural beauty of the destination, this is the place that allows the visitor to relax and recreate and dream of what can be.*

3. The event should give Newport Beach residents and businesses a sense of civic pride and ownership.
4. The event should increase the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying overnight in Newport Beach are highly desirable.
5. The City's support must be used for implementation of an actual event – i.e. execution, not planning.
6. The event must be held principally within city limits.
7. The City's support should represent no more than 30% of the total event budget. Volunteer hours may not be counted toward the total event budget, but the value of in-kind goods and services may be counted.
8. The support request for the event must include a list of other City entities or groups and private sponsors from whom the applicant is seeking financial support.
9. The event need not always be free, but should be accessible to the community/public. Events that are not free should have a fee to the public and/or a charitable giving component.
10. The City's support is a sponsorship, not a grant, and Newport Beach is to be treated as any other commercial sponsor would in terms of recognition and benefits. The City reserves the right to negotiate levels of recognition/benefits.
11. The Applicant must demonstrate the ability to produce and market a well-planned, safe event.
12. The Applicant must demonstrate strong financial management and effective management controls, including cost-effectiveness.

### **Summary of the Application Process**

1. Applicants are encouraged to apply six (6) months in advance of their event, whenever possible.
2. Applications will be accepted year-round. However, reapplying annual events are encouraged to conform to the budget cycle.
3. Each funding request must include a completed city application form. Attached to the application form must be:
  - i.) a description of the event,
  - ii.) a benefits statement explaining how the event meets the City support criteria,
  - iii.) a business plan for the event, including schedule,
  - iv.) a projected budget, including revenue and expenses, for the entire event,
  - v.) a marketing plan for the event, including campaign and target markets,
  - vi.) a sponsorship proposal to the City, and
  - vii.) data on potential economic impact of the event.
4. City support will be awarded for one year only. Events must apply annually.
5. Applicants must obtain all required Permits, Insurance, and Security/Police support as needed for the event and are responsible for all related costs.
6. Event organizers must submit a post event evaluation not later than ninety (90) days following the event.
7. The event/sponsoring organization must be in good standing on all previous City requirements and invoices. Reread #5 directly above.
8. The Applicant must submit a description of their organization including purpose, history, type of organization (non-profit, trust, corporation, etc).
9. The Applicant should designate a contact person should additional information be needed.
10. The Special Events Advisory Committee may invite you to make a brief 30 minute presentation to the Committee as part of the process.

## **APPLICATION DIRECTIONS**

**ONLY COMPLETED FUNDING ASSISTANCE APPLICATIONS WILL BE ACCEPTED AND PROCESSED.**

### Directions for Completing the Application Form:

- Each question should be answered.
- If a question is not applicable, enter N/A.
- Certain fields might become “hidden” based on the response you select, meaning that field no longer pertains.
- When selecting to submit by Email, your document will automatically be checked for completeness prior to actually being sent. Alert messages will pop-up when fields with required input have been left empty.
- A final verification will highlight all required fields in red. It is very important to submit a COMPLETE form.
- Incomplete applications will not be accepted.
- **All required documents must be sent as .pdf attachments when submitting via Email.**

If you are unable to attach the required documents for on-line submission, please print and mail the application and documents to:

City of Newport Beach  
City Manager's Office  
Special Event Funding Request Application  
3300 Newport Beach, CA 92663

Prior to printing and mailing the completed form, check the application for completeness by clicking the “Submit by Email Button”.

## NEWPORT BEACH SPECIAL EVENT - APPLICATION FOR SUPPORT

### Section One – Event Summary and Applicant Information

Name of Event

Date(s) of Event

Time(s) of Event

Location(s) or Venue(s) of Event

Is or will this be an annual event?

YES

NO

Type of Event – special interest, commercial, sports, cultural/arts, social, etc.

Is there a charge or fee for the event?

YES

NO

Describe what, if any, portion of the event is free to the public.

Describe what, if any, portion of the event is charitable fund raising. Please provide the name of the charity or charities the event supports along with a contact name and phone number for each charity. What percentage of the proceeds will each charity receive? Please provide an estimate of what the percentage may be in dollars.

Types of In-Kind City Sponsorship Requested – List:

Are you requesting any roads be closed? If yes, which roads, when & for how long?

Amount of Cash Sponsorship from the City requested and how it will be used. Be specific.

Name of Applicant Organization			
Description of Applicant Organization - type of entity (attach proof of non-profit 501(c) 3 status if applicable), purpose, and history.			
Does the Applicant hold intellectual property rights to the event? If not, who does?			
Name of Contact and Contact Information for the Purpose of this Application.			
Address			
Phone	Fax		
Mobile	Email		
Is there a contract with an event organizer?	YES	NO	
Best times and ways to reach contact person.			



List Prior Event Experience of both the Applicant and the Event Organizer.

If the Applicant conducts a similar event in other cities or if the event has been held in Newport Beach previously, describe any difficulties you've encountered and what adjustments you've made to improve the event.

Provide previous locations of event, including reasons for leaving, if applicable.

<b>Section Two – Benefit Statement</b>
<b>Description of How the Event Meets the City Criteria - Maximum two pages.</b> Using the space below (and one additional page if needed), provide a narrative explaining how the event fulfills the City’s twelve evaluation criteria for support, listed at the introduction to this application.

### Section Three – Event Description and Attachments

The application is not complete and will not be reviewed unless requested documents are attached.

#### **Description of the Event – Maximum of one page.**

A basic description of your event, including the objectives and history of the event, and if there is a special theme or focus of the event

#### **Business Plan for the Event – Maximum two pages.**

Include

- 1) Event goals, objectives and strategies.
- 2) Planning, preparation, event schedules with milestones and time frames.

#### **Budget for the Event – Maximum two pages.**

Include

- 1) Projected budget.
- 2) Detailed budget with cash flows, profit & loss forecasts.
- 3) A list of confirmed and potential sponsors, both financial and in-kind with dollars confirmed and requested.

#### **Marketing and Promotion Plan for the Event – Maximum three pages.**

Include

- 1) Target Markets.
- 2) Marketing Objectives.
- 3) Marketing strategies including advertising/PR activity and timelines.
- 4) Who is responsible for the marketing and promotion plan?
- 5) Do they have experience in either events/marketing/PR? If yes, summarize that experience?
- 6) Itemized marketing and promotions plan budget.

#### **Sponsorship Proposal Package.**

Please attach a description of the specific benefits being offered to Newport Beach.

#### **Economic Impact Potential.**

Do you have any existing economic impact data such as a commissioned economic impact report for this event? If yes, please attach the latest data along with who collated the data. Whether you have a previous report or not, please use your best estimate to complete the boxes regarding attendance and lodging provided below.

#### **Attendance.** (Please do not exaggerate.)

<b>Number of People Expected</b>	<b>NB Residents</b>	<b>US Residents</b>	<b>Foreign Visitors</b>
Participants/Hosts/Competitors/Members of Applicant Organization			
Spectators/Attendees/ Audience/Ticket Buyers/Diners			
Volunteers/Workers/Vendors			
<b>Totals</b>			

<b>Entry Fees</b>	<b>Adult</b>	<b>Child</b>	<b>Other</b>
Participant			
Spectators			
<b>Totals</b>			

<p><b>Need for Accommodation(s).</b> (Please do not exaggerate.)</p> <p>Anticipated Number of Room Nights _____</p>
<p>Will all accommodations be in Newport Beach? If not, where?</p> <p>_____</p>
<p>What is the anticipated average stay in Newport Beach for  Participants _____ Spectators _____</p>
<p><b>Permits and Safety Plan for the Event</b></p> <p>Have you applied for a Special Events Permit for this event? Yes _____</p> <p>If, not when will you? _____</p> <p>Have you spoken to Newport Beach Police Department about your event? Yes _____</p> <p>If, not when will you? _____</p>
<p><b>Waste Minimization/Recycling/Clean-up Plan – Maximum two pages.</b></p> <p>Explain the types of controls, management programs, initiatives or incentives implemented by your organization, in order to reduce the amount of waste generated and to ensure city property is pristine following your event.</p>

I hereby certify the foregoing statements to be true and correct and agree to defend, indemnify and hold harmless the City of Newport Beach, its City Council, officers, agents, employees and volunteers from and against any and all loss, claims, damages, liability, such claim or suit arising from or in any manner connected to the requested funding and activity. I hereby acknowledge that the Applicant is solely responsible for applying for and receiving all necessary City, County, and/or State permits necessary to conduct the event. I also agree if approved, to comply with all funding and special event permit conditions, and understand that failure to comply with any conditions or any violation of law may result in the immediate cancellation of the event, denial of future events, and or criminal prosecution.

Failure to comply with funding conditions can result in civil litigation to recover the City's money.

Name & Title \_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_  
Signature